GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2708
ANSWERED ON:17.03.2017
Health Awareness Scheme
Rathore Shri Hariom Singh

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government is operating any scheme in different States and Union Territories of the country to create health awareness among boys and girls;

(b) if so, the details thereof, State/UTwise;

(c) the percentage of positive outcome of the ongoing scheme; and

(d) if so, the details thereof?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI FAGGAN SINGH KULASTE)

(a) & (b): There is no specific health scheme to create awareness among boys and girls. However, Ministry of Health and Family Welfare regularly releases print advertisement and TV and radio spots in National/regional media for generating awareness among population about various Health and Family Welfare issues and programmes of Ministry of Health and Family Welfare. These include Mission Indradhanush, World Health Day, World No Tobacco Day, Yoga Day, Intensified Diarrhoea Control Fortnight, World Population Day, Breastfeeding, Polio etc.

A booklet "Healthy Children" has also been printed for distribution to all States/UTs.

Under Rashtriya Kishor Swasthya Karykram, Peer Educators (10-19years) have been selected and trained to impart information to peer groups on adolescent health issues like nutrition, mental health, non-communicable disease, sexual reproductive health, injuries and violence and substance misuse.

(c) & (d): The positive impact of awareness generation is noted in some of the parameters as below:
The percentage of girls marrying at 18 year or below has decreased from 47.4% (2005) to 26.8% (2015)
Age of pregnancy amongst girls less than 18 years has gone down from 16% (2005) to 7.9 % (2015)
The exclusive breastfeeding rate has increased from 46.4% in 2005 to 54.9% in 2015 and similarly ORS use rate in diarrhea has increased from 26% in 2005 to 50.6% in 2015.